

**FCC FORM 396
EXHIBIT 2
EEO PUBLIC FILE REPORTS
JUNE 2003 – JUNE 2005**

**WCMH-TV, COLUMBUS, OH
FACILITY ID NO. 50781**

NBC 4 (WCMH) ANNUAL PUBLIC FILE EEO REPORT - 2004

Call Sign of Station(s): WCMH-TV (NBC 4)

1. List all full-time job vacancies filled by any station covered by this report during the past year. Marketing & Media Analyst, Reporter (3), Traffic Manager, Account Executive (2), Promotion Producer, Producer
2. For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Form.
3. In total, how many interviewees did the station (or station group) interview for all the full-time job vacancies identified in response to Question 1? 125
4. In total, how many persons interviewed by the station for any of the above-listed job vacancies were referred to the station from each of the recruitment sources used by the station? Please provide this information in matrix form.

Name of Recruitment Source	Total Number of Interviewees Referred During Year
American Association of Asian Journalist 1182 Market Street Suite 320 San Francisco, CA 94102 Phone: 415 346-2051 Fax: 415 346-6343 Email: National@aaaja.org	15
National Association of Black Journalists Located at the UNIVERSITY OF MARYLAND 8701-A Adelphi Road Adelphi, Md. 20783-1716 (301) 445-7100 (301) 445-7101 fax nabj@nabj.org	22
National Association of	16

Hispanic Journalists
1000 National Press Building
529 14th St., NW
Washington, DC 20045-

Phone: 202-662-7145 / 1-888-
346-NAHJ
Fax: 202-662-7144 2001

Email: nahj@nahj.org

NBC specific websites: 54
www.nbc4columbus.com

www.nbcjobs.com

www.gecareers.com

www.monster.com

3165 Olentangy River Road
Columbus, OH 43202

Phone: 614 261 4718

Fax: 614 261-4827

Email: jobs@nbc4.com

The Dispatch Printing 12
Company
Corporate New Media
62 E. Broad St.
Columbus, Ohio 43215
Phone: 614-888-8888

Fax: 614-461-8552

AM FM TV Online 0

staff@amfmtvonline.com

TVJOBS**0**

Broadcast Employment
Services
P.O. Box 4116
Oceanside, CA 92052

PH (800) 374-0119
PH (760) 754-8177
FX (760) 754-2115

info@tvjobs.com

MEDIALINE**6**

Phone: 800-237-8073
Email: medialine@medialine.com
Fax: 831-6485204
Mailing address: Box 51909,
Pacific Grove, CA 93950
Contact: Mark Shilstone,
Manager

4. Please summarize the station's (or station group's) broad outreach initiatives during the past year. Please identify each initiative in which the station substantially participated; the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative; and a short summary of the nature and extent of the station's participation in each initiative.

The National Association of Hispanic Journalist (NAHJ) is dedicated to the recognition and professional advancement of Hispanics in the news industry. One of the many goals for the organization is to include further the employment and career development of Hispanics in the media, which in part is accomplished by hosting a national convention and career expo each year. Mr. Craig Robinson, President and GM and Mr. Stan Sanders, VP/News attended this year's convention held 22-28 June 2003 at the Marriott Marquis in New York City, NY with the expressed intent to recruit for reporter/anchors.

The National Association of Black Journalists (NABJ) is an organization of journalists, students and media-related professionals that provides quality programs and services to and advocates on behalf of black journalists worldwide. NABJ holds an annual convention and careers fair each summer with dozens of plenary sessions and workshops for professional development. The careers fair draws hundreds of recruiters and is among the best means of finding a job in the industry. Mr. Craig Robinson, President and GM and Mr. Stan Sanders, VP/News attended this year's convention held 6-9 August 2003 at the Hyatt Regency Hotel in Dallas, Texas with the expressed intent to recruit for reporters/anchors.

The Asian American Journalist Association (AAJA) has a threefold mission:

1. To encourage Asian Pacific Americans to enter the ranks of journalism
2. To work for fair and accurate coverage of Asian Pacific Americans
3. To increase the number of Asian Pacific American journalists and news managers in the industry

The 2003 annual convention held in San Diego from 13-16 August at the Sheraton Hotel, was attended by Mr. Craig Robinson, President and GM and Mr. Stan Sanders, VP News with the expressed intent to recruit for reporters/anchors

Central State University IX Annual Communication Week (19-23 April, 2004)

There are approximately 130 students in the communication program pursuing one or more degrees in two areas of concentration-- radio & television and print journalism. Each year, the Department of Humanities holds an annual "communication week" for students providing a wide array of professional development sessions and keynote speakers. This year, the President and GM for NBC 4, Mr. Craig Robinson spoke on "The Path to Broadcast Management."

NBC4 has an ongoing internship program for students. Currently, there are eight different types of internships each semester throughout various departments including television production. The goal is to help the interns gain experience within broadcast environment while enhancing their education inside the classrooms. Internship program eligibility, requirements, descriptions and application procedures can be found at <http://www.nbc4columbus.com/nbc4/1387195/detail.html>

NBC 4's HR Manager, Stephanie Crawford, was a guest speaker on "career development" for Columbus State University on 24 May 2003. The topic was "Career Development and You...Some Perspectives on Moving Your Career Forward" about business related skills and broadcasting career opportunities.

NBC 4 IS AN EQUAL OPPORTUNITY EMPLOYER

NBC 4 (WCMH) ANNUAL PUBLIC FILE EEO REPORT – June 2004 – June 2005

Call Sign of Station(s): WCMH-TV (NBC 4)

1. List all full-time job vacancies filled by any station covered by this report during the past year.

Photographer (3)

Producer

HR Manager

Reporter (4)

Sports Anchor

2. For each vacancy listed, attach to this report the relevant and completed Recruitment Source Data Form.

Please see Appendix A – NBC4 Recruitment Source List

3. In total, how many interviewees did the station (or station group) interview for all the full-time job vacancies identified in response to Question 1?

73 Interviews conducted

4. In total, how many persons interviewed by the station for any of the above-listed job vacancies were referred to the station from each of the recruitment sources used by the station? Please provide this information in matrix form.

Name of Recruitment source	Total Number of Interviewees Referred During the Year
Referrals (internal)	7
*Internet – the following recruitment sources feed through our online application process. www.nbcjobs.com ; www.gecareers.com ; www.monster.com ; www.nbc4i.com ;	22
Yoh Agency – Temporary Associate Company	3

5. Please summarize the station's (or station group's) broad outreach initiatives during the past year. Please identify each initiative in which the station substantially participated; the date(s) of each initiative; the names and titles of the station personnel who participated in each initiative; and a short summary of the nature and extent of the station's participation in each initiative.

JOB FAIRS

UNITY: Journalists of Color, Inc., an alliance advocating fair and accurate news coverage about people of color, aggressively challenges the industry to staff its organizations at all levels to reflect the nation's diversity. UNITY includes AAJA, NABJ, NAHJ, and NAJA. Mr. Craig Robinson, President and GM; Mr. Stan Sanders, VP News; and Ms. Stephanie Crawford, HR Manager attended this year's Job Fair Convention held August 4-8, 2004 in Washington, D.C.

National Association of Black College Broadcasters Career Fair: John Pryor, Human Resources Director for sister stations KXAS-TV and KXTX-TV, attended the April 2004 Job Fair in Atlanta, GA of this affiliate of the National Association of Black Broadcasters and recruited for open positions at WCMH. Over 100 predominantly African American colleges participated with college representatives, recent college graduates and future graduates in attendance.

Chestnut Hill College Job Fair: Heather Peters, Human Resources Generalist for sister station WCAU, attended the March 2005 Job Fair in Pennsylvania. This job fair is open for both students and alumni participation. Ms. Peters recruited for open positions at WCMH.

Texas Association of Broadcasters Job Fair: Enrique Caballero, Human Resources Director of sister station KTMD, and Rebecca Young, his counterpart at KXAS-TV, attended the February 2005 Job Fair in San Antonio to recruit candidates for open positions at WCMH-TV as well as their respective stations. TAB's goals are to promote and protect a favorable climate for broadcasting and to educate members and the public about the opportunities available through the efforts of free, over-the-air broadcast operations.

GE African American Diversity Symposium: Ms. Stephanie Crawford, HR Manager, attended the annual symposium and career fair which hosts more than 3,000 professionals from within General Electric as well as other companies. The event was held in Washington, DC July 15-17, 2004.

Educational/Community Sponsored Activities, Guest Speakers and Workshops

The Columbus Association of Black Journalists (CABJ) is the local affiliate of the NABJ. The CABJ is committed to fair and accurate coverage and portrayals of the African-American community. Julia Catalfino, Executive Producer, and Jenn Kiser, News Production Manager, attended the CABJ College Internship Workshop in October 2004.

They participated in panel discussions focusing on internship performance, conduct and expectations.

Central State University sponsored Mr. Craig Robinson, President and GM, as a guest speaker for their panel, "Reversing the Trend: Increasing Diversity in the Media" in April 2004.

Ohio University sponsored Mike Cash, VP Sales, as a guest speaker at a Broadcasting 400 class on October 12, 2004.

Internship Program

NBC4 Internship Program: NBC4 has an ongoing internship program for students. Currently, there are eight different types of internships each semester throughout various departments including television production. The goal is to help the interns gain experience within broadcast environment while enhancing their education inside the classrooms. Internship program eligibility, requirements, descriptions and application procedures can be found at <http://www.nbc4columbus.com/nbc4/1387195/detail.html>

Scholarship Program

Emma Bowen Foundation for Minority Interests in Media: The main objective of the work-study and scholarship program is to give students the opportunity to learn about a variety of career options in the media industry and build on each summer's experience that will help prepare them for jobs in the media. We have had one student recently graduate from this program and are actively recruiting for a second participant.

NBC 4 IS AN EQUAL OPPORTUNITY EMPLOYER

Appendix A

WCMH - NBC 4 Recruitment Source List

<u>Asian American Journalists Association</u> 1182 Market Street Suite 320 San Francisco, CA 94102 Phone: 415 346-2051 Fax: 415 346-6343 Email: National@aaaja.org	<u>National Association of Black Journalists</u> UNIVERSITY OF MARYLAND 8701-A Adelphi Road Adelphi, Md. 20783-1716 (301) 445-7100 (301) 445-7101 fax nabj@nabj.org	<u>National Association of Hispanic Journalists</u> 1000 National Press Building 529 14th St., NW Washington, DC 20045 Phone: 202-662-7145 Fax: 202-662-7144 2001 Email: nahj@nahj.org
<u>The Dispatch Printing Company</u> Corporate New Media 62 E. Broad St. Columbus, Ohio 43215 Phone: 614-888-8888 Fax: 614-461-8552	<u>TVJOBS</u> Broadcast Employment Services P.O. Box 4116 Oceanside, CA 92052 PH (800) 374-0119 FX (760) 754-2115 info@tvjobs.com	<u>MEDIALINE</u> Mark Shilstone, Manager PO Box 51909, Pacific Grove, CA 93950 Phone: 800-237-8073 Email: medialine@medialine.com Fax: 831-6485204
WCMH – NBC 4 Website 3165 Olentangy River Road Columbus, OH 43202 Phone: 614 261 4718 Fax: 614 261-4827 www.nbc4columbus.com Email: jobs@nbc4.com	<u>WCMH – Job Hotline</u> (614) 263-4444 Select Option #9	<u>General Electric Company</u> Career Opportunity System www.gecareers.com
<u>NBC Jobs.com</u> www.nbcjobs.com	<u>National Association Of Broadcasters:</u> <u>CareerCenter@nab.org</u> (202) 429-5498	<u>Internet Sites</u> www.ajb.org www.monster.com
<u>Native American-Journalists Association:</u> 555 Dakota St. Vermillion, SD 57069 Phone: 605.677.5282 Fax: 866.694.4264 Email: info@naja.com	<u>Radio-Television News Directors Association & Foundation</u> 1600 K Street, NW, Suite 700 Washington, DC 20006-2838 Phone: (202) 659-6510 / Fax: (202) 223-4007 E-mail: rtnda@rtnda.org	<u>The Ohio Department of Job and Family Services:</u> 30 E. Broad St., 32nd Floor Columbus, Ohio 43215-3414 Phone: 614-466-6282 Fax: 614-466-2815

Job Vacancy

Recruitment Source Data Form

Station: WCMH – NBC4

Job Title: Photographer (3)

Date Job Filled: 10/4/04, 1/3/05, 2/14/05

Source of Hire: All filled by temporary associates

<u>Name of Recruitment Source</u>	<u>Address of Recruitment Source</u>	<u>Contact Person</u>	<u>Telephone</u>	<u>Has this source requested notices?</u>
Please see Appendix A (Attached) for a complete list of WCMH Recruitment Sources				
WCMH adds agencies to this list upon request				

Job Vacancy

Recruitment Source Data Form

Station: WCMH – NBC4

Job Title: Producer

Date Job Filled: May 1, 2005

Source of Hire: Temporary associate – transfer

<u>Name of Recruitment Source</u>	<u>Address of Recruitment Source</u>	<u>Contact Person</u>	<u>Telephone</u>	<u>Has this source requested notices?</u>
Please see Appendix A (Attached) for a complete list of WCMH Recruitment Sources				
WCMH adds agencies to this list upon request				

Job Vacancy

Recruitment Source Data Form

Station: WCMH – NBC 4

Job Title: Human Resources Manager

Date Job Filled: April 25, 2005

Source of Hire: Internal Promotion

<u>Name of Recruitment Source</u>	<u>Address of Recruitment Source</u>	<u>Contact Person</u>	<u>Telephone</u>	<u>Has this source requested notices?</u>
Please see Appendix A (Attached) for a complete list of WCMH Recruitment Sources				
WCMH adds agencies to this list upon request				

Job Vacancy

Recruitment Source Data Form

Station: WCMH – NBC 4

Job Title: Reporter (4)

Date Job Filled: 10/11/04, 7/7/04, 7/26/04, 8/9/04

Source of Hire: External Hires

<u>Name of Recruitment Source</u>	<u>Address of Recruitment Source</u>	<u>Contact Person</u>	<u>Telephone</u>	<u>Has this source requested notices?</u>
Please see Appendix A (Attached) for a complete list of WCMH Recruitment Sources WCMH adds agencies to this list upon request				

Job Vacancy

Recruitment Source Data Form

Station: WCMH – NBC 4

Job Title: Sports Anchor

Date Job Filled: Oct 10, 2004

Source of Hire: Internal Promotion

<u>Name of Recruitment Source</u>	<u>Address of Recruitment Source</u>	<u>Contact Person</u>	<u>Telephone</u>	<u>Has this source requested notices?</u>
Please see Appendix A (Attached) for a complete list of WCMH Recruitment Sources				
WCMH adds agencies to this list upon request				